

ABSTRACT

This research is motivated by the emergence of the hijab trend in Indonesia, especially in Bandung. With the return of the colorful trend, the fashion market has been loved by various groups, but not a few young people, especially Gen Z, are still doubtful or think colorful fashion is obsolete so they are not confident in using products that seem crowded. Whereas colorful fashion can interpret someone to be more cheerful and free to express themselves in fashion. One brand that provides colorful fashion needs, namely, Jade Scarf & Apparel from Bandung. Giok Scarf & Apparel is here to support fashion lovers, especially women, to be free to express themselves with color, but the colorful controversy is too old fashion and the lack of promotions that can attract potential Z generation consumers in the media that has been carried out is a problem in the author's research. Therefore, the authors collect data and use observation instruments, interviews and questionnaires which then all data are analyzed using the AOI, SWOT and comparison matrix methods. The research that the author runs can be concluded that "Promotional Design of Scarf & Apparel Products for Generation Z" will carry out promotions with more expressive visual concepts and more interactive promotional media to attract consumer interest, especially generation Z.

Keywords: Colorful, Fashion, Generation Z, Promotion